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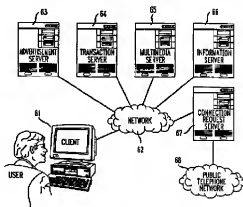
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(54) Interactive multimedia advertising and electronic commerce on a hypertext network

(57) A system and method for providing targeted, interactive, multimedia advertisements and electronic commerce capability on a hypertext network. Advertising software from a server is loaded on a user's client computer through a browser at the user's request. The display screen of the client computer is partitioned into a browser area, which retains the full functionality of the underlying browser, and advertising area. Controls affecting the presentation and content of the advertisements are streamed from the server to the client computer are available to the user in the advertising area, as are secure purchase and electronic coupon controls.

FIG. 4





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EUROPEAN SEARCH REPORT

Application Number
EP 97 11 3326

DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (Int.Cl.6)
X	WO 95 12176 A (KEITHLEY RONALD D ; KEITHLEY KEVIN L (US)) 4 May 1995 (1995-05-04) * figures 7,8 * * page 7, line 15 - page 9, line 25 * ---	1,2,4-7, 9,11,12, 22,23, 25, 27-33, 43-46	G09F27/00 G06F17/30 G06F17/60
A	NICOL D ET AL: "Footsteps: Trail-blazing the Web" COMPUTER NETWORKS AND ISDN SYSTEMS,NL,NORTH HOLLAND PUBLISHING. AMSTERDAM, vol. 27, no. 6, 1 April 1995 (1995-04-01), pages 879-885, XP004013190 ISSN: 0169-7552 * abstract; figure 5 * ---	1,8,9, 11-13, 19,22, 23,25	
A	US 5 285 278 A (HOLMAN MICHAEL J) 8 February 1994 (1994-02-08) * abstract *	10,24, 34,47	TECHNICAL FIELDS SEARCHED (Int.Cl.6)
A	GOLDSTEIN J ET AL: "Uses of interactive multimedia for advertising, marketing, and sales" MULTIMEDIA REVIEW, SUMMER 1993, USA, vol. 4, no. 2, pages 60-64, XP002136439 ISSN: 1046-3550 * abstract * ---	1-36, 43-47	G06F G09F H04N
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---The present search report has been drawn up for all claims---			
Place of search		Date of completion of the search	Examiner
THE HAGUE		28 April 2000	Bowler, A
CATEGORY OF CITED DOCUMENTS			
<p>X: particularly relevant if taken alone Y: particularly relevant if combined with another document of the same category A: technological background O: non written disclosure P: intermediate document</p> <p>T: theory or principle underlying the invention E: earlier patent document, but published on, or after the filing date D: document cited in the application L: document cited for other reasons</p> <p>&: member of the same patent family, corresponding document</p>			

EP 0 822 535 A3 (P. 1/2)



European Patent
Office

Application Number
EP 97 11 3326

CLAIMS INCURRING FEES

The present European patent application comprised at the time of filing more than ten claims.

- ☐ Only part of the claims have been paid within the prescribed time limit. The present European search report has been drawn up for the first ten claims and for those claims for which claims fees have been paid, namely claim(s):
- ☐ No claims fees have been paid within the prescribed time limit. The present European search report has been drawn up for the first ten claims.

LACK OF UNITY OF INVENTION

The Search Division considers that the present European patent application does not comply with the requirements of unity of invention and relates to several inventions or groups of inventions, namely:

see sheet B

- ☐ All further search fees have been paid within the fixed time limit. The present European search report has been drawn up for all claims.
- ☐ As all searchable claims could be searched without effort justifying an additional fee, the Search Division did not invite payment of any additional fee.
- ☐ Only part of the further search fees have been paid within the fixed time limit. The present European search report has been drawn up for those parts of the European patent application which relate to the inventions in respect of which search fees have been paid, namely claims:
- ☒ None of the further search fees have been paid within the fixed time limit. The present European search report has been drawn up for those parts of the European patent application which relate to the invention first mentioned in the claims, namely claims:

1-36, 43-46



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LACK OF UNITY OF INVENTION
SHEET B

Application Number
EP 97 11 3326

The Search Division considers that the present European patent application does not comply with the requirements of unity of invention and relates to several inventions or groups of inventions, namely:

1. Claims: 1-36,43-46

A method and system for providing interactive multimedia advertising over a hypertext network.

2. Claims: 37-42

A method for effectuating a secure purchase transaction over a hypertext network including advertising software, streaming of advertisements, acceptance of a purchase request and accepting user purchase information including a method for preregistering user purchaser information, such as credit card information and shipping address and associating such information with a confidential authentication password.

**ANNEX TO THE EUROPEAN SEARCH REPORT
ON EUROPEAN PATENT APPLICATION NO.**

EP 97 11 3326

This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report. The members are as contained in the European Patent Office EDP file on
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28-04-2000

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For more details about this annex : see Official Journal of the European Patent Office, No. 12/92